

ABSTRACT OF THE DISCLOSURE

There are defined a reference size and at least one predetermined enlarged size each corresponding to an integral multiple of the reference size, as alternatives to be selectively set to a print size of a printing area of a printing object on which is to be printed part or all of character groups including at least one character. One of the reference size and the at least one predetermined enlarged size is set to the print size. At least one predetermined portion different from one another of the character groups respectively is allocated to at least one divisional printing area formed by dividing the printing area by the reference size. There is formed data of at least one print image corresponding to the at least one predetermined portion of the character groups allocated respectively to the at least one divisional printing area. The at least one print image is printed respectively on the at least one divisional printing area of the printing object.